

**Special Management Series**

# **Key Activities For Salespeople**

**This is a series of Training for your  
Management TEAM**

**Presented by J.W. Owens**



**A Management  
Perspective 303 Series**

**Management - JWO 374**



# Key Activities For Salespeople



## Key Activities For Salespeople

- If we look at the salesperson's role, it is possible to break this down into **key activities**.
- **This can help the salesperson organize** his, or her time more effectively and get the most out of the working day

# Key Activities For Salespeople



## Key Activities For Salespeople

### Planning

- Planning next week's diary
- Producing an annual and monthly sales plan
- Planning the day's calls
- Meeting with manager to discuss targets and results
- Pre-call planning
- Researching potential customers
- Analyzing the existing client bank

# Key Activities For Salespeople



## Key Activities For Salespeople

### Prospecting

- Tele prospecting **existing** customers,
- Tele prospecting **potential** customers
- Sending out mail shots
- **Asking for referrals** Advertising Exhibitions

# Key Activities For Salespeople



## Key Activities For Salespeople

### Selling

- **First** appointment. **Fact-finding**
- **Follow up** appointment to present a proposal and close
- **Follow up visit** for decision
- **Telephone call** for decision
- **Presentation to groups** of potential customers
- **Ongoing** customer care and support

# Key Activities For Salespeople



## Key Activities For Salespeople

### Administration \ other

- Office administration
- **Preparing** reports
- **Updating** customer records, **Attending** meetings, **Attending** training courses, **Travelling** to appointments
- **Time spent** between appointments
- **Cancelled** appointments

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## Good Selling !



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